8858745 Ver# 1 Status New

Traffic Order#

08/31/2012 10:37 AM 08/30/2012 11:35 AM

Last Received: 08/30/2012 11:35 Showing Buylines: All Lines

Printed:

Station KLAS-TV LAS VEGAS

Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D

Estimate#

Rep Order#

EC'd Yes

MICHAEL DETTORRE

Buyer Phone# Fax# Agency () SHORR JOHNSON MAGNUS

1831 CHESTNUT ST PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 09/04/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON Salesperson () MIKE JONES 1 of

Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

--- REMARKS ---

NEW ORDER FOR BERKLEY. PLEASE CONFIRM.

THANKS

STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-TH	500A-600A		:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
			ne Comment:		35.75.75						•	
		Dayiii	re commenc.	The state of the s								
	2	F	500A-600A		:30	\$145.00	09/07-09/07	2	1	2	\$290.00	
	55.4		ne Comment:									
		buyiii	ie comment.	112113								
	3	М	500A-600A		:30	\$145.00	09/10-09/10	2	1	2	\$290.00	
	3				. 30	Q143.00	03/10 03/10	2	•	-	4250.00	
		Buyli	ne Comment:	NEWS								
	4	TU-TH	600A-700A		:30	\$1,100.00	09/04-09/06	1	1	1	\$1,100.00	
		Buyli	ne Comment:	NEWS								
	5	F	600A-700A		:30	\$15.00	09/07-09/07	2	1	2	\$30.00	
		Buyli	ne Comment:									
		Dayii	ic commerce.									
					Vocations			72	12			
	6	М	600A-700A		:30	\$15.00	09/10-09/10	2	1	2	\$30.00	
		Buyli	ne Comment:	NEWS								
	7	TU-TH	700A-900A		:30	\$900.00	09/04-09/06	1	1	1	\$900.00	
		Buvli	ne Comment:	EARLY SHOW								

EC'd Yes					Last Received: 08/30/2012 11:35 AM Showing Buylines: All Lines									
Adve: Produ	Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D				F	ESTNUT	OHNSON MAGN ST PA 19103	NUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
Estim Buyer Phone Fax#	. 1	MICHAEL DETTORRE			Agency C/F Flight Date Hiatus Wee	es	09/04/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
LT	Ln	Day	Time	Program		I	en	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
						-								
	8	F Buylir	700A-900A ne Comment:	EARLY SHOW		:	30	\$125.00	09/07-09/07	1	1	1,	\$125.00	
	9	M Buylir	700A-900A ne Comment:	EARLY SHOW		:	: 30	\$125.00	09/10-09/10	1	1	1	\$125.00	
	10	TU-TH Buylir	900A- 1000A ne Comment:	REGIS		:	: 30	\$650.00	09/04-09/06	1	1	1	\$650.00	
	11	М	900A- 1000A ne Comment:			;	: 30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	12	ти-тн	1000A- 1100A ne Comment:			;	: 30	\$1,200.00	09/04-09/06	1	1	1	\$1,200.00	
		Buylii	ie Comment:	PRICE										
	13	M	1000A- 1100A	DDICE		:	: 30	\$325.00	09/10-09/10	1	1	1	\$325.00	
	14	ти-тн	1100A- 1200P ne Comment:				: 30	\$1,800.00	09/04-09/06	1	1	1	\$1,800.00	
										to a serie di consensa				
	15	М	1100A- 1200P				: 30	\$425.00	09/10-09/10	1	1	1	\$425.00	

:30

\$650.00

Printed:

09/04-09/06

3

1

3

08/31/2012 10:37 AM

Traffic Order#

2 of 6

\$1,950.00

Rep Order# 8858745

Ver# 1 Status New

Buyline Comment: Y & R

1200P-1230P

Buyline Comment: NEWS

16

TU-TH

Rep Order# 8858745 Ver# 1 Status New Traffic Order# EC'd Yes

Printed: 08/31/2012 10:37 AM Last Received: 08/30/2012 11:35 AM 3 of 6

Showing Buylines: All Lines

Station K Advertiser Product Estimate# Buyer Phone# Fax#		LAS-TV LAS VEGAS () BERKLEY, SH BERKLEY/SENATE/D	Agency	1831 C	HESTNUT DELPHIA	JOHNSON MAG FST , PA 19103	GNUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
		MICHAEL DETTORR	3	Flight D Hiatus V	ates		4/2012 - 09/10/2012		Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
LT	Ln	Day Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	17	M 1200P-				:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
		1230P Buyline Comme	nt: NEWS										
	18	TU-TH 1230P- 200P				:30	\$750.00	09/04-09/06	3	1	3	\$2,250.00	
		Buyline Comme	nt: SOAPS										
	19	M 1230P- 200P				:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
		Buyline Comme	nt: SOAPS										
	20	TU-TH 300P-4 Buyline Comme				:30	\$800.00	09/04-09/06	3	1	3	\$2,400.00	
	21	F 300P-4				:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
	21	Buyline Comme				.50	<i>\$273.00</i>	03,01 03,01	•		-	72,0.00	
	22	M 300P-4				:30	\$275.00	09/10-09/10	1	1	1	\$275.00	
		Buyline Comme											
	23	TU-TH 630P-7 Buyline Comme	00P nt: INSIDE ED			:30	\$900.00	09/04-09/06	1	1	1	\$900.00	
	24	F 630P-7	00P			:30	\$250.00	09/07-09/07	1	1	1	\$250.00	
		Buyline Comme	nt: INSIDE ED										
	25	M 630P-7 Buyline Comme	00P nt: INSIDE ED			:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	26	TU-TH 400P-5	00P			:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
		Buyline Comme							n#	622		5000 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	
	27	F 400P-5 Buyline Comme				:30	\$225.00	09/07-09/07	1	1	1	\$225.00	
		Dayline Comme	ne. NEWS										

Rep Order# 8858745 Ver# 1 Status New Traffic Order# EC'd Yes

Printed: 08/ Last Received: 08/

08/31/2012 10:37 AM 08/30/2012 11:35 AM 4 of 6

Showing Buylines: All Lines

Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D				1831 C	HESTNU DELPHIA	JOHNSON MAC I ST I, PA 19103	GNUS		Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES				
Buyer Phone# Fax#		MICHAEL DETTORRE	Flight Dates Hiatus Weeks		09/04/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		5880 0263			
LT	Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	28	M 400P-500 Buyline Commen			:30	\$225.00	09/10-09/10	1	1	1	\$225.00		
	29	TU-TH 500P-630 Buyline Commen			:30	\$1,250.00	09/04-09/06	1	1	1	\$1,250.00		
	30	F 500P-63			:30	\$275.00	09/07-09/07	2	1	2	\$550.00		
	31	M 500P-63			:30	\$275.00	09/10-09/10	2	1	2	\$550.00		
	32	SU 500P-700 Buyline Commen			:30	\$175.00	09/09-09/09	2	1	2	\$350.00		
	33	TU-TH 700P-800 Buyline Commen			:30	\$1,000.00	09/04-09/06	1	1	1	\$1,000.00		
	34	F 700P-80			:30	\$275.00	09/07-09/07	2	1	2	\$550.00		
	35	M 700P-80			:30	\$275.00	09/10-09/10	2	1	2	\$550.00		
	2.6	22.			20	0125 00	00/00 00/00		,		6135 00		
	36	SA 700P-80 Buyline Commen			:30	\$135.00	09/08-09/08	1	1	1	\$135.00		
	37	TU-TH 1100P- 1135P Buyline Commen	t: NEWS		:30	\$1,700.00	09/04-09/06	1	1	1	\$1,700.00		
	38	F 1100P- 1135P Buyline Commen	t: NEWS		:30	\$475.00	09/07-09/07	1	1	1	\$475.00		

Showing Buylines: All Lines

Adver Produ Estima	tiser (ct] te#	CLAS-TV LAS VEGAS () BERKLEY, SHELLY BERKLEY/SENATE/D MICHAEL DETTORRE			Agency C	1831 CI PHILAI C/ P1/P2 /F	HESTNUT DELPHIA €	, PA 19103		Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
Buyer Phone					Flight Da Hiatus W		09/04/2	09/04/2012 - 09/10/2012			Phone# FAX#	202-872-5880 202-872-0263			
Fax#	Ln	Day	Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	39	М	1100P- 1135P				:30	\$475.00	09/10-09/10	1	1	1	\$475.00		
		Buyli	ne Comment:	NEWS											
	40	TU-TH	1237A- 137A				:30	\$655.00	09/04-09/06	3	1	3	\$1,965.00		
		Buyli	ne Comment:	FERGUSON											
	41	F	1237A- 137A				:30	\$80.00	09/07-09/07	1	1	1	\$80.00		
		Buyli	ne Comment:	FERGUSON											
	42	М	1237A- 137A				:30	\$80.00	09/10-09/10	1	1	1	\$80.00		
		Buyli	ne Comment:	FERGUSON											
	43	ти-тн	1135P- 1237A				:30	\$650.00	09/04-09/06	3	1	3	\$1,950.00		
		Buyli	ne Comment:	LETTERMAN											
	44	F	1135P- 1237A				:30	\$175.00	09/07-09/07	1	1	1	\$175.00		
		Buyli	ne Comment:	LETTERMAN											
	45	М	1135P- 1237A				:30	\$175.00	09/10-09/10	1	1	1	\$175.00		
		Buyli	ne Comment:	LETTERMAN											
	46	SA	1135P- 1235A				:30	\$40.00	09/08-09/08	1	1	1	\$40.00		
		Buyli	ne Comment:	THE UNIT											

Rep Order# Status New Traffic Order# Printed: 08/31/2012 10:37 AM 6 of 8858745 Ver# EC'd Yes Last Received: 08/30/2012 11:35 AM Showing Buylines: All Lines Rep Firm Station KLAS-TV LAS VEGAS Agency) SHORR JOHNSON MAGNUS Sales Office () WASHINGTON Advertiser () BERKLEY, SHELLY 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Salesperson () MIKE JONES Product BERKLEY/SENATE/D Agency C/P1/P2/E Estimate# 202-872-5880 Salesperson Phone# Buyer MICHAEL DETTORRE Flight Dates 09/04/2012 - 09/10/2012 Hiatus Weeks Salesperson FAX# 202-872-0263 Phone# Fax# Report Totals: 69 / \$34,440.00 --- SALES MONTHLY TOTALS---Sep 12: 69 / \$34,440.00 Sales Totals: 69 / \$34,440.00 Station Totals: 69 / \$34,440.00 Lines not sent/rcld/rtrn: 0 / \$0.00 ---COMPETITIVE---

KLAS

KVMY

30%

0%

KSNV

KVVU

40%

5%

0%

KTUD

25%

0%

KTNV

UNKN

Books

FEB11

Market Totals

\$114,800

CABL

KVCW

0%

0%

Demos

RA35+